

# Society of Ceres Beautification Committee Meeting Minutes

## Meeting Information

<b>Date</b> 1/13/2020	<b>Location</b> Laura Katherine Wood's home
<b>Time</b> 5:30 - 7:00 PM	<b>Address</b> 4405 Harding Place

## Invitees

Committee Members				City Representation
Caroline Stephens	Cathy Altenbern	Laura Katherine Wood	Michael Dixon	Beth Reardon
Carolyn Sorenson	Gavin Duke	Lisa Ellis	Peter Grimaldi	Jim Hunt
Carter Dawson	Jill DeBona	Martha Phipps	Seth Stewart	

## Agenda

Topic	Discussion Items	Notes
Administrative	Action Items from previous meeting	<ol style="list-style-type: none"> <li>1. Jim to ask Tara Biller for logo to be on first cover of Belle Meade Living relaunch</li> <li>2. LK to have Doug Berry review responsibilities and expectations <b>In progress</b></li> <li>3. LK and Beth to pull financial reports <b>In progress</b></li> <li>4. Fundraising committee to discuss how to recognize top-tier donors <b>In progress</b></li> </ol>
Discussion Items	Committee Management	<ul style="list-style-type: none"> <li>• <b>Committee Assignments:</b> <ul style="list-style-type: none"> <li>› Weed Wrangle - Carter, Caroline</li> <li>› Marketing/Promotion - Carolyn, Lisa</li> <li>› Plantings &amp; Cuttings - Martha, Seth</li> <li>› Tree Ordinance - Gavin, Carter, Carolyn</li> <li>› Education - Jill</li> <li>› Strategy and Development - Gavin, Carter, Michael, Peter (advisory role)</li> </ul> </li> </ul>
	Tree Ordinance	<ul style="list-style-type: none"> <li>• <b>Tree ordinance</b> in the works                             <ul style="list-style-type: none"> <li>› Vote was deferred one month by City Council for further clarification</li> <li>› Gavin working with Lyle and other city officials</li> </ul> </li> </ul>
	Weed Wrangle	<ul style="list-style-type: none"> <li>• <b>Weed Wrangle is March 7, 2020</b></li> <li>• Will partner with Belle Meade Plantation</li> <li>• Carter and Caroline heading WW committee</li> <li>• Need to have Hands On Nashville page set up</li> </ul> <p style="color: red; margin-top: 5px;"><b>ACTION ITEM:</b> LK/Carter to reach out to Woodmont Christian Church or other church youth group</p>
	Fundraising and Giving	<ul style="list-style-type: none"> <li>• <b>Cheekwood \$25K ask over 5 years</b></li> <li style="color: red; margin-left: 20px;"><b>ACTION ITEM:</b> Strategy and development committee to discuss and make a recommendation</li> <li>• <b>Recognition for top-tier donors</b></li> <li>• <b>Garden Tours as revenue maker</b> <ul style="list-style-type: none"> <li>› Discussed garden tours of Ceres past</li> <li>› What if we have a higher price point and limit to 20-30 people</li> <li>› Will charter bus and drive to homes, owner will give guided tour</li> <li>› Would like to start with Ceres members' homes</li> <li>› Will we need city insurance or security?</li> <li>› Would like to involve sponsors with local businesses, landscapers, etc.</li> <li>› Garden Tour Sub-committee: Lisa, Martha, LK</li> </ul> </li> </ul>

	Other Discussions	<ul style="list-style-type: none"> <li>• <b>Partnering with other non-profits in Belle Meade or immediately adjacent</b>  <b>ACTION ITEM:</b> Strategy and development committee to discuss and make a recommendation</li> <li>• <b>Master plan</b> <ul style="list-style-type: none"> <li>› Master Plan is core mission</li> <li>› Need to asses areas and survey what areas to beautify. identify areas we can beautify</li> </ul> </li> <li>• <b>Tree Trimming on Belle Meade Boulevard</b> <ul style="list-style-type: none"> <li>› NES met with Larry Smith and identified trees that need to be trimmed</li> <li>› Was bid out, Parke Company will do it instead of NES</li> </ul> </li> </ul>
<b>Decisions</b>	Will meet at City Hall moving forward	
<b>Action Items</b>	<ol style="list-style-type: none"> <li>1. LK/Carter to reach out to Woodmont Christian Church or other church youth group for involvement with Weed Wrangle</li> <li>2. Strategy and development committee to discuss Cheekwood ask as well as partnering with other non-profits</li> </ol>	
<b>Next Meeting</b>	March 9, 2020 Belle Meade City Hall	